



MARKETING

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Marketing BUS 221

Fall Semester

Week number 1

Date 7th October 2025



Marketing Courses

Final Exam	40 %
Midterm Exam	25 %
Assignments	10 %
Quizzes	10 %
Presentation and Projects	10 %
Participation	05 %

Outline



- What is Marketing?
- Why should we study Marketing??
- Learning outcomes of this subject
- Understanding Products and Services in Marketing
- Marketing Involves
- Marketing Goals
- Marketing Objectives



What is Marketing?

- The management process responsible for identifying, anticipating and satisfying customer requirements profitably." [\(The Chartered Institute of Marketing 2015\)](#).
- Marketing is the activity, set of institution, and processes to create, exchange communicate,, and deliver product and services that have values for clients, customers, society and partners [\(Marsall g and Johnsto M 2023\)](#).
- Marketing consists of many activities including: identifying customer needs; developing goods and services to satisfy those needs; communicating information about products to potential customers; and logistics and distribution management, which assures that products are delivered to customers as needed [\(University of North Texas 2023\)](#).

Why should we study Marketing??

There are many reasons why should study Marketing, and below are some of the reasons:-

- Enhance employment opportunities
- Marketing skills are essential in our fast-growing digital world.



Social Media



Search Engine Optimization

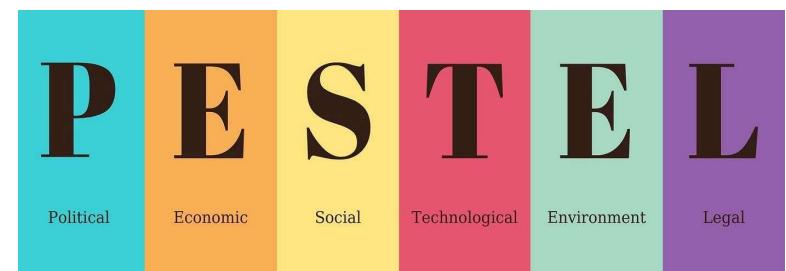
- Studying Marketing helps you understand how to influence people's decisions
- Through Marketing Research, you will learn more about Competitors
- You will learn to understand other perspectives

Learning outcomes of this subject

- Apply key marketing frameworks, theories, and tools to solve Marketing problems.
- Critically evaluate the key analytical frameworks and tools used in marketing
- Utilize information of an organization's internal and external marketing environment to critically identify and prioritize appropriate marketing strategies.



SWOT: A tool to find a company's Strengths, Weaknesses, Opportunities, and Threats to make better business decisions



PESTEL: A tool to study external factors — Political, Economic, Social, Technological, Environmental, and Legal — that can affect a business.



Understanding Products and Services in Marketing

Each business or firm is offering some kind of products or services to their customers, but what exactly are products and services?

- **Firm, Company, Business** is an organization which sells or produces product or provides a service which customers pay for
- **Customer** is an individual or company that purchases goods or services
- **Product** is anything that can be offered in a market for attention, acquisition, use, or consumption that might satisfy a need or want (Kolter, P and Armstrong, G 2017)

Understanding Products and Services in Marketing

Products are like :



Understanding Products and Services in Marketing

Service is a product that consists of activities, benefits or satisfaction that is essentially intangible and does not result in the ownership of anything (Kolter, P and Armstrong, G 2018).



Medical Care



Educational Services

Marketing Involves

- Understanding Customer needs.
- Translating those needs into products and services.
- Packing and pricing products and services
- Convince customers to buy those products and services.



Marketing Goals

- According to Kotler, P and Armstrong, G 2017, "organizational goals depend on determining and knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do".

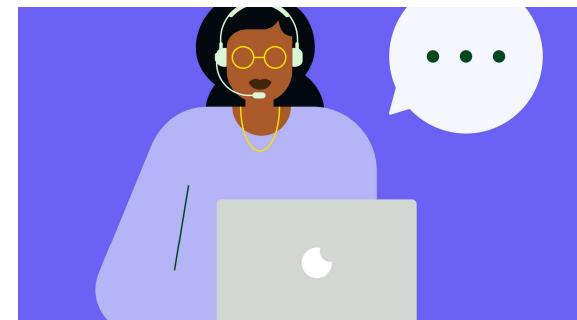


Marketing Goals

Goals are like

- **Increase revenue**

- Offer them promotions, ads, and discounts
- Connect with your leads like calls, email, chats, social media, etc.





Marketing Goals

Goals are like

- **Increase brand awareness**

- Posting regularly
- Updating all online pages with the latest information



- **Increase customer value**

- Provide quality customer service
- Give them privilege access to new products or services



Marketing Objectives

Marketing objectives are a set of clearly defined, measurable goals established as part of a marketing plan.

Marketing objectives often follow the SMART methodology:





Marketing Objectives

- For example, a company might want to **increase sales, get more customers, or build brand awareness** these are all marketing objectives.
- They should be **SMART**, which means:
- **S – Specific:** Clear and focused.
- **M – Measurable:** You can track the results.
- **A – Achievable:** Realistic to reach.
- **R – Relevant:** Connected to the company's goals.
- **T – Time-bound:** Has a deadline.



Marketing Objectives

Imagine a company that makes and sells **bottled water**. 

Their marketing objectives could be:

Specific: Increase sales of bottled water in Erbil city.

Measurable: Sell 20% more bottles in the next 6 months.

Achievable: They know it's possible because they will add new shops.

Relevant: More sales help the company grow and make profit.

Time-bound: They plan to reach this goal by the end of 6 months.

This company's SMART marketing objective is: "Increase bottled water sales by 20% in Erbil within 6 months."

Imagine a small bakery selling **cookies**.

Their marketing objective could be:

"Sell 100 more boxes of cookies in one month."

Specific: They want to sell more cookies.

Measurable: 100 boxes.

Achievable: They can do it by advertising on social media.

Relevant: More sales mean more profit.

Time-bound: Within one month.



Assignments for next week

Ask the following questions (Search and learn)

- 1- Role of Marketing in Aviation?
- 2- How would you market a new drone, airline route, or airport service?
- 3- What makes a passenger choose one airline over another?
- 4- Each student should choose a business and apply the **SMART** methodology to one of its products.

NOTE: Please do not use AI



References

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